CITY OF NEW ORLEANS

Vieux Carré Commission

# Guidelines for Signage & Awnings

## SIGNAGE & AWNINGS

A well designed and placed sign or awning can attract potential customers and contribute to a streetscape. By contrast, a confusing or poorly designed and/or placed sign or awning can overwhelm a building, detract from the streetscape and/or damage the historic building materials or finishes. A well designed sign or awning can:

- Identify the unique qualities of a business
- Provide variety and vitality to the streetscape
- Create a visual connection between the building and the surrounding historic district

The majority of signs in the Vieux Carré are attached to a building wall or hung from a building element such as a balcony or gallery, while an awning is located within a door, window or storefront opening. A new sign and/or awning can use similar features to historic ones to both enhance the character of a building and convey desired information to potential customers.

## SECTION INDEX

The Vieux Carré Commission (VCC) reviews all proposed signs, awnings and associated lighting. This section includes:


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## INFORMATION FOR NEW BUSINESSES

If considering opening a new business in the Vieux Carré, City representatives are available to discuss zoning, construction and/or other requirements applicable to a specific project. Please contact the VCC at (504) 658-7040 for more information.

**All applicants must obtain a Vieux Carré Commission (VCC) permit as well as all other necessary City permits prior to proceeding with any work.** Reviewing and becoming familiar with these *Guidelines* during the early stages of a project can assist in moving a project quickly through the permit approval process, saving an applicant both time and money. Staff review of all details is required to ensure proposed work is appropriate to a specific property.

*Guidelines* addressing additional historic property topics are available at the VCC office and on its website at www.nola.gov/vcc. For more information, to clarify whether a proposed project requires VCC review, or to obtain a property rating of significance or a permit application, contact the VCC at (504) 658-1420.

The first step in using these *Guidelines* is to understand a property's color rating. The rating corresponds to the historical and/or architectural significance and then determines what type of change will be permitted and the review process required for each property under the jurisdiction of the VCC.

**Review boxes provided throughout the *Guidelines* indicate the lowest level of review required for the specified work. Staff can forward any application to the Architectural Committee (AC) and/or the Commission for further consideration.**

## TYPES OF SIGNS IN THE VIEUX CARRÉ

Because most commercial buildings in the Vieux Carré are constructed on or near the property line, the overwhelming majority of signs are mounted on, or suspended from, a building element such as a bracket, balcony or gallery. The choice of sign type is largely based upon a building's architectural features and level of visibility. In rare locations where a building is set back from the sidewalk, a freestanding sign may be installed if allowed by the Comprehensive Zoning Ordinance (CZO).

The following illustrations are intended to provide general examples of sign types that can be found within the historic context of the Vieux Carré. The VCC encourages the use of a well designed, innovative sign that is fabricated from materials that promote the business and are sensitive to the historic context of the Vieux Carré.

### Wall Signs

A **Wall Sign** is a single-sided sign mounted parallel and fastened to a wall of a building. A wall sign can be made from a variety of materials to suit the unique character of both the business and the building onto which it is applied.

A **Wood Sign** can be easily shaped and carved to fit an unusually proportioned area, thus preventing the covering of any decorative architectural elements.

A **Routed Sign** includes an opaque face, typically metal, and an internal light that shines through glazing in the routed areas, typically in an accent color.

A **Pin Mounted Sign** is composed of individual letters or a logo mounted flat against or slightly protruding from a building wall. Care should be taken to minimize damage to the wall surface during installation, particularly at a stone or brick surface.

A **Channel Letter Sign** is composed of individual, three-dimensional letters or a logo mounted flat against or slightly protruding from the building wall, with internal illumination often covered by a colored plastic face.

### Hanging Signs

A **Hanging Sign** is mounted away from a from a projecting metal bracket or a building element, such as a balcony, gallery or roof overhang, by metal supports or chains.

A **Perpendicular Projecting Sign** is generally two-sided and suspended from an iron or metal bracket or a projecting building feature such as a balcony or gallery, which is mounted perpendicularly to the face of the building wall.

A **Suspended Sign** is one- or two-sided and generally suspended by chains from an architectural element of a building, such as a gallery, canopy or balcony, and mounted parallel to the face of the building.

A **Blade Sign** is a two-sided, vertical sign that projects from the face of a building.

### Other Sign Types

In addition to wall and hanging signs, there are other types found in the Vieux Carré including signs mounted to a window or awning, a freestanding individual sign or a directory sign advertising multiple businesses.

**A Window Sign** is applied to the interior of a window or door glazing. A sign that is attached to the glazing generally is painted, vinyl appliqué or etched glass. A related option is stained glass. **A window sign that is attached to the exterior or interior of the glazing is subject to VCC review.** To allow potential customers and patrons to see the merchandise being offered for sale by a merchant, the City Code also establishes the maximum allowable area of the glass that may be covered by a window sign.

An **Awning Sign** is located on the awning valance or on the face of a drop awning. In addition to identifying a business, an awning can protect pedestrians from rain and merchandise from sun damage, as well as reduce solar heat gain. Although an awning can provide protection, awning signs are typically not appropriate and are reviewed on a case by case basis.

## HISTORIC SIGNAGE

A historic sign is often an architectural feature that reflects the original owner and/or a prior use of a building. Although an abandoned sign from a recent tenant must be removed, the VCC encourages retention of historic signage. Retaining a historic sign does not reduce the amount of allowable signage for a current occupant.

A **Floor Sign** generally is made from small tile and/or terrazzo, typically located at the primary entrance door. The pattern can be decorative and include a business name, logo and/or street number.

A **Freestanding Sign** is not attached to a building. It can include information on one or both sides and often is located in a landscaped planting bed. The height and location of a freestanding sign is regulated by the CZO.

A **Directory Sign** can be either freestanding or attached to a building and often is used for a multi-tenant building. The directory includes information about several businesses on a single, larger sign, with an identifying building address and/or building name. For a unified appearance, individual nameplates on the sign should match each other in size, materials, colors, letter size, case and style.

A **Menu Box** is generally made of wood or metal, with a clear glass operable door to facilitate replacement of a menu or announce changing entertainment. A menu box can include internal illumination for evening visibility.

*The butterfly shape provides a memorable and unique image.*

## SIGN SIZE & SHAPE

The Code of the City of New Orleans sign regulations establish the maximum sign size and the number of allowable signs; however, the VCC determines the appropriateness of a sign's size and placement relative to a building's design and character. In general, the VCC utilizes the following guidelines when reviewing the appropriateness and size of a proposed sign:

- A sign should be compatible to the scale of the building, adjacent buildings, the streetscape and adjacent signage
- A small-scale sign is appropriate to a smaller scale building or a professional office, while a larger scaled sign is more appropriate for a wider, vehicular street such as Decatur Street or North Rampart Street
- A small-scale sign is appropriate for a building with several signs and often can be grouped in a single directory sign for a unified appearance
- A well-designed small sign can have more of an impact than a larger sign, particularly along a commercial street with high pedestrian traffic

## SIGNAGE ALLOWED IN THE VIEUX CARRÉ

The type of signage allowed in the City of New Orleans is regulated by the Comprehensive Zoning Ordinance (CZO). Signage within the Vieux Carré is further regulated under Chapter 166, Article III of the Code of the City of New Orleans which addresses the number, size, type and illumination of signs in the District. The appropriateness of signage for a business will vary depending on whether the property is located in a primarily residential or non-residential area, its amount of street frontage and if it fronts on one or more streets. Most properties within the Vieux Carré are limited to a single sign, including an awning sign, unless it is a corner property at which two signs may be allowed.

When considering a new sign or awning project, an applicant should contact the VCC early in the design process to understand the allowable signage at a specific property. It is important to keep in mind that the following types of signs are subject to the requirements of both the CZO and the VCC:

- An exterior sign or awning
- An interior sign that is located and/or oriented to be primarily visible from the exterior
- A change or alteration of an existing sign or awning, including removal of an abandoned sign or awning
- A temporary or movable sign including an event banner; a real estate or construction sign; a "Grand Opening" or "Sale" sign
- A relocated or altered sign or awning
- A sign that requires significant repair or replacement of a component including re-facing of an existing sign or recovering of an awning

It is important to note that some sign and awning types found in the Vieux Carré are no longer allowed, and that some types of signs are limited to a specific district and/or streetscape. **Sign types that are no longer allowed in the Vieux Carré include:**

- Internally illuminated plastic-faced box signs
- Internally illuminated hanging, double-faced, plastic-faced box signs

Sign types that are not allowed in the Vieux Carré include:

- Sandwich board signs or other movable signage

Sign types that are allowed at limited locations in the Vieux Carré include:

- **Neon Signs** – Limited to the portion of Bourbon Street within the VCE (Refer to *Neon*, page 12-7)
- **Menu Boxes** – Limited to restaurants and establishments with changing live entertainment – The VCC typically reviews the menu box (but not the changing notices within)
- **Channel Letter Signs** – Typically limited to the VCE and wider streets with more vehicular traffic such as Decatur Street and North Rampart Street

## SIGN LOCATION

Although it is helpful to consider a building's type, style and design when locating a sign, in general:

- A sign should not be installed in a location that can damage or obstruct an important architectural feature
- A sign for a first floor business should be located below the second floor window sills
- No sign or sign support should be located on the parapet or a roof, or extend above or over a roof cornice
- No sign should be placed on the face or railing of a balcony, gallery, canopy, shed, roof, door, window or shutter, or in any manner that disfigures or conceals any architectural feature or detail

*Tiles are used to identify the building name and address, and provide a decorative transition from the sidewalk into the store.*

## SIGN MATERIAL

Historically, signs were made of wood, either attached directly to a building or suspended from metal brackets under a balcony, gallery or roof overhang. As technology advanced and building styles changed, a wider range of materials was used. These included bronze, cast iron, stainless steel, etched or painted glass, leaded glass, gold leaf, tile and terrazzo. Each of these materials was popular during a particular time period and might not be appropriate at all building locations.

Some materials may no longer be practical for signage installation due to limited availability or expense. When using modern materials, care should be taken to select those that offer improved performance, while replicating the appearance of traditional materials. Some modern materials such as plywood, urethane board and medium density overlay (MDO) board may replicate the appearance of a traditional wood sign but warp or split over time.

In addition to materials that appear historic, the VCC welcomes innovative designs and alternate signage materials that are appropriate to a building's style and sign placement.

**The VCC does not approve the use of plastic, Plexiglas or glossy coatings unless used in a channel letter sign or routed sign. No other internally illuminated signage or box sign is allowed in the Vieux Carré.**

*The mailbox form reinforces the mail and shipping services provided by the business. The white text on the black background is legible and the business name is larger than the services offered.*

## SIGN COLOR & LEGIBILITY

The contrast between the logo or lettering and the background color can greatly increase the overall legibility of a sign. In many instances, limiting the number of colors to those necessary to convey the information increases legibility and effectiveness.

Similar to selecting a color, when considering letter style for a sign or awning, a business owner must balance the need to make it legible, convey the business identity or logo, and complement the historic character of the building and environment. An excessive amount of text, highly stylized type styles, or text that is too small, can overwhelm a viewer and render the message ineffective or illegible. Business owners are encouraged to utilize lettering and colors that complement their particular property and business, and provide a clear message to attract potential customers.

*This round metal sign has a distinctive shape. The individual-mounted, serif-style letters are a contrasting color, increasing legibility.*

*The channel letter sign has exposed theatrical light bulbs. Exposed light bulbs are only allowed in the VCE and are not appropriate in any other area of the Vieux Carré.*

***Neon signage is only allowed in the VCE. Large-scale signs make it difficult to see the variety of other businesses along a street and distract from the architecture.***

## BOURBON STREET: VIEUX CARRÉ ENTERTAINMENT DISTRICT

The Vieux Carré Entertainment (VCE) district includes all properties fronting Bourbon Street from the downriver side of Iberville Street to the upriver side of St. Ann Street. Properties within the VCE are subject to special signage and security camera provisions of the ordinance that allow larger sized private security cameras and types of signs not allowed in other zones of the Vieux Carré.

## NEON

Neon signs, originally developed in the 1920s, are made of narrow, gas-filled electrified tubes. Given the Vieux Carré's unique architectural qualities and historic character, the use of neon is only allowed in the Vieux Carré Entertainment (VCE) district. In addition, neon is carefully reviewed by the VCC to determine compatibility with the building and surrounding area.

*The combination of exterior building lighting and neon signage can make a sign challenging to read.*

## NEON GUIDE

### *THE VCC RECOMMENDS:*

- Installing appropriately designed, customized neon within the VCE district that meets the requirements of the CZO and is designed to enhance a building's style and character

### *THE VCC DOES NOT ALLOW:*

- Installing a manufactured neon sign at the interior or exterior of a building, that advertises a specific product or service, like an alcohol or tobacco product

*This sloped awning is sized to fit within the opening between the granite piers.*

## AWNINGS

Awnings are a historically popular means of sheltering pedestrians, advertising a business and protecting window merchandise from sun damage. Multiple awnings along a streetscape can provide a sense of scale and separation of the storefront from the upper stories. An awning can act as a sign by including a business name and/or logo, subject to the provisions of the CZO and approval of the VCC.

In its review of a proposed awning, the VCC encourages the installation of a retractable, rather than a fixed, awning. Closing an awning in the evening can provide additional ambient light along a sidewalk. (Refer to *Sign & Awning Illumination*, page 12-10.) All awning material should have a cloth-like appearance and be sized to fit within a door or window opening, or between gallery or porch posts or columns. In addition, the installation of an awning over a public sidewalk requires the leasing of associated air rights from the City. (Refer to *Lease of Air Rights, Guidelines for Balconies, Galleries & Porches*, page 08-11.)

### Sloped Awnings

Typically, a sloped awning projects approximately 3- to 4-feet at a continuous angle away from the face of a building, usually on a metal frame, terminating at a skirt or valance, that is 6- to 10-inches in height. All sloped awnings in the Vieux Carré must have open sides.

*This sloped awning has open sides and decorative metal rods providing support.*

### Drop Awnings

A drop awning is formed of a single piece of fabric suspended from either the front or side of a gallery or porch. Drop awnings in the Vieux Carré must:

- Extend between the bays of columns or posts
- Be able to roll-up
- Be consistent in color, pattern, material and details across a façade

*These drop awnings are located between each of the building's bays, providing a unifying element for the storefront and providing shade in the morning sun. The business name on the corner is of a larger scale, appropriate for the vehicular traffic along Decatur Street.*

*The pictured balloon awnings are sized to fit the arched, brick openings over each display window.*

**Balloon Awnings**

A balloon awning, also know as dome awning, has a form that is essentially a quarter of a sphere. They are appropriate only at a window or door opening with an arched head, and should be sized to fit within the opening.

*The decorative, flared copper awning over the window provides protection from the elements.*

**Residential Awnings**

An awning may also be installed at a residential property where appropriate. They can serve to greatly reduce solar heat gain from the morning or afternoon sun. Similar to commercial awning requirements, a residential awning should have open sides and be retractable. The installation of graphics or text at a residential awning is prohibited.

## FLAGS, PENNANTS & BANNERS

VCC approval is required for each flag, pennant, banner or similar device except those associated with:

- A recognized political boundary, i.e. country, state, city
- A *bona fide* civic, charitable, fraternal, religious or welfare organization
- A recognized holiday period or special event such as Mardi Gras or Super Bowl – Provided that it is promptly removed following the holiday or event

When installing a flag, pennant or banner, the VCC requires that each be supported by its own bracket. It should also be noted that a flag, pennant, banner or streamer that includes text, a logo or graphic that suggests a specific business, product or individual will be considered as signage, and subject to the requirements of both the CZO and the VCC. For VCC review, follow the *Submission Requirements for Signs & Awnings*, page 12-11.

*Numerous holes have been drilled into the face of this granite pier and several abandoned fasteners still remain. Fasteners should be removed, existing holes reused for future signs, abandoned holes filled and the stone surface cleaned. (Refer to* Guidelines for Masonry & Stucco*.)*

## MOUNTING SIGNS & AWNINGS

Care should be taken in mounting a wall sign or an awning to minimize the damage to historic materials. This includes reusing hardware or brackets from a previous sign or awning, and/or attaching required hardware and/or brackets at previous attachment locations. If not reusing existing hardware, all abandoned hardware must be removed. In addition, all holes should be patched to match the adjacent surface. (Refer to *Guidelines for Masonry & Stucco*.) When installing a new sign or awning, select a mounting location that can easily be patched if the sign or awning is relocated or removed. Preferably, all anchors and fasteners should be located in a mortar joint rather than mounted directly into a brick or stone face.

When installing signage, such as a wall mounted sign, the business owner is encouraged to recess fasteners and patch the fastener opening to match the sign or building background for a more finished appearance, unless the fasteners are part of the overall design. It is recommended that chains and mounting hardware used in hanging a sign be painted black to minimize their visibility.

*Lighting for signage can be blinding and cause disability glare. This can make the face of the sign difficult to read at night if it is too bright, poorly located and/or the lamp is not shielded from direct view.*

## SIGN & AWNING ILLUMINATION

In many instances, available ambient street or storefront lighting can satisfactorily illuminate a sign, which is preferred to the installation of additional lighting. In a case where additional illumination is needed, the lighting should be sensitively selected. It should be located to provide the desired effect, minimize the glare for passersby and on the sign surface, and make the sign easier to read.

When considering illumination for a sign or awning, it should be included as part of the building's overall lighting design. In addition, sign and awning illumination that spills onto a sidewalk surface and the lighting from the interior storefront display windows should be considered in a property's light intensity calculations. (Refer to *Light Intensity in the Vieux Carré, Guidelines for Lighting & Security Cameras*, page 11-3, and *Storefront Interiors, Guidelines for Storefronts*, page 13-9.)

Similar to building lighting, the use, placement and installation of sign or awning illumination is subject to the approval of the VCC.

- All lights associated with a sign or awning must be white – Colored lamps or lighting is not allowed
- All lights associated with a sign or awning must be steady – pulsing or variable lighting is not allowed
- External sign lights should have a LED or incandescent lamp (bulbs) with the light source shielded from direct view by a louver, baffle or cowl to minimize spillover and focus light on the desired surface(s) – The CZO establishes the maximum allowable wattage for sign lighting and the VCC reviews the appropriateness of all lighting levels
- A floodlight, spotlight, mercury vapor, sodium vapor, or fluorescent tube lamp or a visible CFL lamp in a non-traditional shape is not allowed
- All exposed wiring, conduit and/or junction boxes must be concealed or painted to match the attachment surface

Refer to *Guidelines for Lighting & Security Cameras* and the CZO for additional lighting requirements.

### Sign Illumination

Illumination for a sign should be focused on the sign face, minimizing spillover that can be temporarily blinding to passersby or bleed onto an adjacent property. Because most of the signs in the Vieux Carré hang from the underside of a balcony or gallery, the majority of sign illumination is directed down towards the sign. Under such circumstances, the best way to reduce glare is to:

- Minimize the distance between the light fixture and the sign
- Minimize the downward angle of the light source towards the center of the sign, a maximum 45-degree downward angle
- Avoid a glossy, highly reflective or bright sign surface

*The lighting in this display window is located behind the retractable awning. In the evening, light from the display window illuminates the sidewalk. It should also be noted that the awning frame has been painted to match the storefront, minimizing its visibility.*

### Awning Illumination

An awning provides shelter and identification for a commercial property, but can also reduce ambient and street light from reaching a sidewalk surface, making many spaces below dark, unwelcoming and/or potentially unsafe. Because many awnings are associated with a storefront display window, there is often spillover light through the display window onto the sidewalk surface in the evening. In cases where this does not occur and the sidewalk surface is dark, exterior lighting mounted under an awning can be beneficial.

Lighting under an awning is not intended to illuminate the awning, but rather the sidewalk area underneath it. Therefore, awning illumination should follow the guidelines for lighting. (Refer to *Light Intensity in the Vieux Carré,* page 11-3, and *Ambient & Security Lighting, Guidelines for Lighting & Security Cameras*, page 11-8.)

## VCC SIGNAGE & AWNING REVIEW

The VCC review considers the appropriateness of a proposed sign or awning, and its associated lighting, in addition to its appearance, design, color, size, position, materials and texture, as well as its method of attachment relative to the character of the building, streetscape and the Vieux Carré. The VCC's review includes all temporary banners and signage. In addition, the VCC reviews interior signage that is located in close proximity to a door or window opening and/or oriented or primarily directed towards passersby viewing it from outside of the building.

**The installation, modification or alteration of any sign or awning requires VCC review and may require review by other City departments. A sign or awning should not be installed or altered before a permit and all required approvals are obtained. Applicants are required to lease air rights for an awning that projects over the public right-of-way, including a sidewalk.** (Refer to *Lease of Air Rights, Guidelines for Balconies, Galleries & Porches*, page 08-11.)

## SUBMISSION REQUIREMENTS FOR SIGNS & AWNINGS

All applications for a sign or an awning must be submitted through the One Stop Shop. (Refer to *Permit Application Submission, Guidelines Introduction*, page 01-6.) It is helpful to work with the company manufacturing the sign to complete the application and assemble the required submission materials. To complete an application, an applicant for sign and awning review will be required to provide the following information:

- Description of the size, shape, total square footage, colors and any lighting for the proposed sign or awning – Should be submitted as a scaled sketch labeled with dimensions
- Location of the sign or awning in relation to the building – Can be submitted as a precise marked-up photograph indicating the location of the proposed sign or awning
- Scaled site plan for a freestanding sign showing the location of the sign, location of the adjoining building(s), walkway(s), driveway(s) and/or roadway(s)
- Details for attachment or installation
- Proposed lighting
- Photographs of the building from different angles
- Drawings showing the layout of any proposed text, logo or other graphic design – Must clearly show what is being advertised – **The advertised business must be located on the premises**
- Font proposed for lettering
- Material samples
- Color and texture samples

*A sign, logo or graphic on glass is subject to VCC review.*

*A paper sign taped or adhered to glass is not allowed.*

*An exposed raceway (metal support and power supply) for a channel letter sign is not allowed.*

*Interior signage located in close proximity to a door or window opening and/or oriented and directed towards pedestrians at the exterior of a building, is subject to VCC requirements and review.*

**Sandwich board signs are not allowed in the Vieux Carré.** *All signage, including temporary and movable signage, is subject to VCC review.*

*A sign announcing the presence of a security camera is generally redundant, increases visual clutter and is not allowed in the Vieux Carré.*

**In addition to VCC review, a business owner must comply with all other City sign and awning requirements.**

## *THE CITY DOES NOT ALLOW:*

- Displaying a non-historic sign that does not advertise a *bona fide* business located on the premises
- Displaying a sign from the parapet or roof of a building
- Installing a sign or awning without a VCC permit
- Placing a sign upon a balcony, gallery, canopy, shed, roof, door, window, shutter or in any manner that disfigures or conceals any architectural feature or detail
- Over-illuminating a sign surface – The CZO *Illumination Sign Standards* establish the maximum allowed wattage for a sign based upon its dimensions

| Sign & Awning Review | |
|---|---|
| **Modify or remove an existing non-historic sign, awning or related lighting; Install a new sign or related lighting that meets the *Guidelines*** | **1** **2** **3** Staff |
| **Install a new awning at the ground floor; Install a new sign or related lighting that does not meet the *Guidelines*; Modify or remove a historic sign** | **1** Commission<br>**2** **3** Architectural Committee |

# SIGN & AWNING GUIDE

## *THE VCC REQUIRES:*

- A historic sign to be maintained and repaired with materials to match the original whenever possible
- An awning to be canvas-like, in a color, style and location that is compatible with the building's historic character
- An awning that has a shape that corresponds with the opening it protects, be it a door, window or storefront bay

## *THE VCC RECOMMENDS:*

- Creating an innovative sign that identifies the business, complements the style of the building and is appropriately scaled for its location
- Using sign materials that are consistent with the character of the building including wood, bronze, brass, gold leaf, etched glass, paint, aluminum, stainless steel, enameled metal, leaded glass, appliqué, tile or terrazzo
- Designing an awning to project 3- to 4-feet with a 6- to 12-inches straight or scalloped valance
- Limiting lettering and/or a logo to the valance on a sloped awning – Lettering and graphics must meet allowable signage area
- Using existing ambient street light and/or storefront lighting in lieu of sign lighting whenever possible
- Using light styles for signage consistent with the character of the historic building, including location, orientation and brightness
- Minimizing the visibility and appearance of exposed wiring, conduit and junction boxes
- Painting mounting hardware to match the attachment surface or sign surface and painting chains at a hanging sign black

## *THE VCC DOES NOT ALLOW:*

- Removing, damaging, altering, encasing or obscuring any historic architectural building feature for the installation of a sign or awning
- Using a fastener or hanger for a sign or an awning installation that destroys important building fabric
- Adhering a paper sign or graphic film to glazing or a wall surface – A historic painted sign on a wall surface can remain, but cannot be repainted
- Painting a mural or any type of sign or logo on a building or wall surface
- Placing or painting a sign to obstruct the view into a store through a storefront window or glazing
- Installing an internally illuminated wall sign or a hanging box sign with a plastic face
- Having a moving component, flashing light or changing message, including LED scrolling on a sign
- Exposing lighting on a sign including a neon or incandescent bulb, except within the VCE
- Exposing a raceway for channel letters or sign lighting
- Displaying a temporary sign, flag, pennant or banner for longer than the time allowed by the VCC permit
- Using a contemporary or glossy awning material such as vinyl, plastic or leatherette
- Installing an internally illuminated awning
- Installing an awning with closed sides, or a solid or closed underside
- Using an awning material in a wall sign
- Supporting an awning canopy with a pole that extends to the sidewalk or ground

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www.nola.gov/vcc

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